APPENDIX A:

Computer-based resources for product and service information

What types of computer-based resources are available?

This appendix presents a sample of the data bases that provide product and service information that may be useful in market research. Please note that these resources are not static. Current data bases are updated regularly and new ones frequently enter the market. At the same time, older data bases combine with other sources, or—as items and services change—are deleted from the marketplace.

These data bases may be useful in locating new sources for products and in narrowing your market investigation to products that come closest to meeting your requirements.

Four categories of information are presented: (1) product catalogs, (2) vendor listings, (3) text files, and (4) government contract statistics.

Product catalogs

Parts catalogs list part manufacturers, salient characteristics, part identification, and ordering information.. Parts catalogs from commercial vendors, such as *Vendor Master Directory* from IHS, are a very valuable source of information. Government parts catalogs, although limited to items that the government has already bought, are helpful in locating items falling within the broad definition of nondevelopmental items (NDIs)— items available in the market that do not require additional development.

Catalogs provide some or all of the following information on specific parts or components: the manufacturer's part number, the national stock number (NSN*), a description of the part's characteristics (shape, size, and performance specifications). Cross-referencing enables you to search for a specific part by using any known piece of information about that part. You can also search for items that meet a set of characteristics.

Some catalogs also include procurement histories with unit prices. Some commercial parts catalogs reference parts that meet government specifications, providing a cross-reference between commercial parts and

similar government parts. Some catalogs also list services available and the companies who provide them.

Vendor listings

Vendor listings can be general, surveying a wide field, or very specific to a particular category. If a specific listing does not give you the data you need, try calling the parent company to inquire about other related listings.

Text files

Text file data bases contain either the full text or an abstract of published material and include bibliographic references. Some text files cover a broad range of business and economic information across all segments of the economy. These data bases can be helpful in assessing the health of particular industries or even specific companies' past performance as part of market surveillance or investigation. Others specialize in one kind of information, such as new product announcements.

Material for the files is collected from trade journals; newspapers; government publications; and new product announcements, press releases, and annual reports released by individual companies. Almost any publicly available information may be included in these data bases. Users locate articles by using keywords, product names, services, or the name of a particular company.

The Internet is a useful source of data for market research. The hypertext files it has made commercially available may contain information summaries of lengthy documentation as text alone or as a combination of text and multimedia. Information comes from varied sources: agency home pages, individual commercial sites, and cooperative service providers.

When information on a specific company is needed, you can use that company's Uniform Resource Locator (URL) to find the company's Internet site. Specific products or services can by located by the use of key words through search engines (internal software search programs), such as Gopher, Lycos, or Alta Vista.

Another method of locating a particular item or service is to query a Usenet news site. These locations on the Internet are used by individuals with similar interests that may be product or service oriented (computers, boats, electronic gear). A news site is similar to a public bulletin board. You can read, post information or questions, or respond to information. You will want to validate information from this type of site.

Government procurement contract information

For contract actions over $25,000, the source of data for government-wide contract information data bases is the Federal Procurement Data System (FPDS). In addition to providing information on parts and components, the FPDS can make commercial and nondevelopmental items visible at the system or subsystem level. The information available includes:

- contractor's name and address

- federal supply code for the item purchased

- commercial and government entity (CAGE) code

- location where the contract was performed

- identification of small or minority owned businesses

- type, dollar value, and date of the contract.

These data bases are cross-referenced to allow searches on the basis of any data field or piece of information. While most of the data comes from the FPDS, commercial vendors of contract information data bases usually add information or cross-references which expand the use of the FPDS data.

What information is provided by computer-based products?

These automated data bases allow you to survey the field quickly. They provide leads and avenues to explore. They are, for the most part, very current. Computer-based products identify points of contact for potential customers. For complete information, contact the government or company representative.

The data bases listed in this appendix are divided into commercial listings, government listings, and Internet sites. Listings within each category are arranged alphabetically by the name of the parent organization or company producing the system. Some companies offer more than one system or product.

Each listing gives the name, address, and a point of contact for the parent company and briefly describes selected products the company offers. For each product the type of information (parts catalog, vendor listing, text file, or contract procurement data file) and the type of media used to convey the data (paper copy, compact disk, or on-line computer access) is given.

Most of the companies provide a toll free 800 telephone number and a fax number. Internet addresses or e-mail addresses are provided when known. Access to Internet sources requires linkage to the World Wide Web through an individual computer link or a local area network (LAN) link.

What does computer-based information cost?

The government systems described combine direct access and user fee, subscription, or are free. All the commercial data information products described are offered by private companies and require subscriptions. Some information on the Internet is free; some requires a use subscription or other fee.

Costs vary with the type of information provided, the number of services (sources) used, and the number of users in your group or office. Most suppliers have a flat-rate, yearly subscription fee in addition to a per-use charge.

What information is not included in this appendix?

This appendix is not intended to be inclusive. It provides examples of information available in electronic data bases; but it does not include every data base for every industry or product, or even every data base offered by the parent companies listed. It excludes catalogs limited to information about a single company's products.

The examples listed are for illustration. The introduction provided here is intended to encourage you to explore the available data bases and find the resources that will best meet your needs.

How was this sample of data products selected?

DoD acquisition personnel were asked to identify the systems they currently use to locate commercial items and services and nondevelopmental items. These systems were the starting point for research into other potentially useful sources of information.

Private sector users of the Internet were asked how they remain current with products they use or provide to others. Visits to Internet sites identified some that might be of particular use in market analysis or market surveillance.

Companies previously listed in SD 5 were asked to update their product information. In some cases, products no longer viable were deleted.

How is an on-line search conducted?

There are two methods of conducting on-line searches. The first is to conduct an individual search through Internet sources. The second is to use a search service.

> *Take a look—at* tips on conducting an individual online search in the chapter on search skills from the book, *Online Market Research,* available online at http://www.vivamus.com/chap5.html

If you are very familiar with the product or service on which you are conducting market research, you will probably find yourself well prepared to undertake an individual search. If your time is very limited or your familiarity with the topic is low, then employing a professional research service may be the best option. For example, DIALOG information service from Knight Ridder has over 500 data bases, many of which cover trade and industry data. Other search services include LEXIS-NEXIS, Westlaw, NewsNet, Profound, and Data Times. These services generally have access to more information than you can get off the Internet; however, a search service can be expensive.

I-Mart—DoD's Internet Market Research Tool

The DoD Commercial Advocates Forum sponsors a useful market research tool, i-Mart, that brings the resources of numerous search engines, directories, and data bases to one Internet site. The tool provides three ways to specify a product or service on which to perform research:

> Use a Federal Supply Class (FSC) or Federal Supply Group (FSG) code (i-Mart also provides a tool to find the codes with a description of the desired product or service).

> Enter a description of the desired product or service.

> Enter a description and a code to further narrow your search.

The user then selects which web sites and search engines will be analyzed and begins the research. The Internet address of this tool is: http://www.i_mart.org. The Internet address of the Commercial Advocates Forum is: http://www.cadv.org.

COMMERCIAL SYSTEMS

The American National Standards Institute

11 West 42nd Street
New York, NY 10036
Contact: voice   (212) 642-8908
            fax   (212) 398-0023
            Internet   http://www.nssn.org/

The National Standards System Network (NSSN) is designed to provide a wide range of standards information from major standards developers, including the American National Standards Institute, other U.S. private sector standards organizations, government agencies (including D0D), and international standards organizations. At its core, NSSN has a data base pointing to over 100,000 standards currently in use.

Type: Integrated catalog data base

Availability: Internet

Cost: Basic service - no; Enhanced service - yes

Contact: AV 9324676 or (616) 961-4725

Dun's Marketing Services (DMS)

Three Sylvan Way
Parsippany, NJ 07054-3896
Contact: voice   1- 800-223-1026
            fax   (201) 455-7203

Dun's Electronic Yellow Pages contains names, addresses, DUNS number, primary and secondary standard industrial classification (SIC) codes, and number of employees for about 8.5 million U.S. businesses and professionals. The information is arranged into seven groups based on SIC codes: construction, financial services, manufacturers, professional services, retailers, services, and wholesalers.

Type: Vendor listing

Availability: Online through DIALOG

Cost: Pricing information available from DIALOG

Dun's Market Identifiers has information on 2.3 million
establishments that have five or more employees or
over $1 million annual sales. Provides more specific
data than that in the Yellow Pages.

Type: Vendor listing

Availability: Online through DIALOG

Cost: Pricing information available from DIALOG

Dun's Million Dollar Directory covers 160,000 companies with a
net worth of $500,000 or more. Contains more
detailed information than the Yellow Pages.

Type: Vendor listing

Availability: Online from DIALOG or on CD-ROM

Cost: Pricing information available from DIALOG. Call
1-800-526-0651 for CD-ROM pricing information.

ECRI

5200 Butler Pike
Plymouth Meeting, PA 19462
Contact: (610) 825-6000

ECRI (formerly the Emergency Care Research Institute) is a nonprofit
organization specializing in information about medical devices and
equipment. It offers three products.

Health Devices Sourcebook provides information on North American
manufacturers, importers, and distributors of more
than 5,000 medical devices and equipment. The data
base also covers medical equipment services
companies. A typical entry contains information on
the manufacturer or distributor, the name and price
range for the product, and the source of the
information.

Type: Parts catalog

Availability: Online through DIALOG. **C**ustom search services
available. The Sourcebook is also offered in print.

Cost: Pricing information available from DIALOG

Health Devices Alerts reports on hazards, recalls, and problems with medical devices. Information is gathered from over 500 publications, from reports to the Food and Drug Administration (FDA), and from health care professionals.

Type:	Text file
Availability:	Online through DIALOG and in print, published weekly
Cost:	Pricing information available from DIALOG

Health Care Products Comparison System compares the features, specifications, and life cycle costs of capital medical equipment.

Type:	Text file
Availability:	CD-ROM
Cost:	$1,995.00

Forecast International Inc.

22 Commerce Rd.
Newtown, CT 06470
Contact: voice   (203) 426-0800
                fax   (203) 426-1964

DMS/FI Contract Awards includes all nonclassified prime contract awards over $25,000. The data is received from the FPDS. The data base is cross-referenced so that awards can be grouped into various categories.

DMS/FI Market Intelligence identifies companies involved in domestic and international defense and aerospace programs. Data is gathered from a number of government and public sources.

Type:	Contract data
Availability:	Both available online through DIALOG.
Cost:	Pricing information available from DIALOG

ILI Infodisk, Inc.

The Plaza Building
14-25 Plaza Rd.
Fair Lawn, NJ 07410
Contact: voice   (201) 986-1131
               fax   (201) 703-8390

Standards Infodisk is a standards management and bibliographic information asset. It contains detailed information from official sources on 25,000 national, international, and military standards from the industrial world. Locate standards by number, keyword or phrase (within title and extended summary), publisher, date, or any combination of these.

Type: Text file

Availability: CD-ROM

Cost: $2,395 annual subscription; quarterly updates

Information Access Company

362 Lakeside Drive.
Foster City, CA 94404
Contact: voice   1-800-321-6388
               fax (216) 229-9944

Aerospace/Defense Markets and Technology provides abstracts of articles from over 100 defense journals and over 1,500 other business and trade publications. Information on major contract awards is also included, providing information on contractor, agency, dollar amount, award date, type of contract, and contract number.

F&S Index provides a short description and reference for articles from over 2,000 international publications. The data base includes articles on trends in economics, labor markets, government regulations, and other events that impact businesses. The data base is linked to PTS PROMT so that the full text of relevant articles can be examined.

Globalbase provides abstracts of articles from newspapers and trade publications in 10 languages, translated into English. Information focuses on products, markets, and companies in Europe and the Third World.

New Product Announcements contains the full text of news releases from companies describing new products or services.

Predicasts' Overview of Markets and Technology (PROMT) contains abstracts and full text records from journals, newspapers, industry newsletters, research studies, corporate news releases, Securities and Exchange Commission (SEC) registration statements, company annual reports, and investment analysts' reports. The data base provides worldwide coverage of over 60 manufacturing and service industries. New products and technologies are covered, along with other areas of interest such as market size and trends, product sales, market plans, capital expenditures, R&D, and new or expanded facilities.

Trade and Industry Index database provides references for industry information from published sources in the United States, Canada, and other industrialized nations. The references focus on marketing and financial data for an industry, an industry sector, or a product. Each record contains an abstract of the original source and a complete bibliographic reference.(Call 1-800-227-8431, ext. 2643, for information about this specific data base.)

Type:	Text files
Availability:	All are available online from multiple commercial vendors
Cost:	Call for pricing information

Information Handling Services (IHS)

15 Inverness Way E.
P. O. Box 1154
Englewood, CO 80150
Contact: voice   800-241-7824
         fax   (303) 799-4085
         Internet   http://www.ihs.com

IHS offers several data base products and is continually adding new products and services. Often several products may be packaged into a single subscription. Some of the data base products are limited to one industry or to a small group of related industries. Following are descriptions of some of the products offered.

Haystack contains data on more than 6 million manufacturers' parts. Items are referenced by NSN, NIIN, logistics reference number, item standardization code, item characteristics, manufacturer's name and FSCM, user-Service codes, and many other codes relating to procurement and logistics. Data sources include the Master Cross-Reference List, the Management Data List - Consolidated, and the Federal Supply Code for Manufacturers.

Type: Parts catalog

Availability: Online, via Internet, or on CD-ROM

Vendor Master Directory is an index of 25,000 vendor catalogs. The index cross-references products and manufacturers, and provides a reference for the full text of the vendors' catalogs on microfilm and CD-ROM.

Type: Parts catalog

Availability: CD-ROM

Computer Aided Product Selection (CAPS) data base provides specifications, characteristics, and scanned images for integrated circuit semiconductor devices and components from 425 manufacturers. Product names and manufacturers, pin for pin replacements, and upgrades and downgrades are provided for 500,000 records, which include 150,000 discontinued and obsolete components. MILSPEC items are included.

Type:	Parts catalog
Availability:	CD-ROM and via Internet
Cost:	Government and commercial annual subscriptions are available based on type of package configuration. Subscription includes 6 updates. Option provides CD-ROM weekly updates.

Inventory Locator Service (ILS)

ILS Database Services
3965 Mendenhall Rd.
Memphis, TN 38115
Contact: voice   1-800-233-3414
           fax   (901) 794-1760
           Internet   http://www.go-ils.com

Aviation Industry Database covers aircraft parts in three data bases. The parts availability data base contains information on suppliers' inventories and on major aircraft manufacturers' cross-reference files. The overhaul capability data base contains information on where aircraft can be overhauled. The cross-reference data base contains 75 million records on parts, including such things as NSN, technical characteristics, DoD interchangeability, DoD procurement history, and other logistics references. Data come from foreign and domestic manufacturers, airlines, dealers, and brokers. Bulletin board available.

Marine Industry Database covers marine vessel parts in the same format as the Aviation Industry Database. Manufacturers, fixed-base operators, users, dealers, and brokers supply data. Bulletin board available.

Type:	Parts catalogs
Availability:	Online from ILS
Cost:	Contact ILS for pricing information

Jane's Information Group

P.O. Box 1436
Alexandria, VA 223132036
Contact: voice   1-800- 824-0768
           fax   (703) 836-0029
           Internet   http://www.janes.com

Jane's Defense Equipment Library

Type: Text file

Availability: CD-ROM

Jane's Market Intelligence Library

Type: Text file

Availability: CD-ROM

Jane's Defense Magazine Library contains the complete text of the following magazines: *Jane's Defence Weekly, Jane's Intelligence Review, Jane's Navy International Review, Jane's Foreign Report,* and *International Defense Review*

Type: Text file

Availability: Online

Jane's Geopolitical Library contains the Jane's Sentinel Series.

Type: Text file

Availability: Online or CD-ROM

Jane's Transportation Library

Type: Text file

Availability: CD-ROM

Cost: Call for pricing information.   .

Knight-Ridder Information, Inc.

1525 Wilson Blvd., Suite 650
Arlington, VA 22209
Contact: voice   1-800-334-2564
          fax   (703) 524-1680

DIALOG is a world leader in information delivery. It provides worldwide company information both directory listings and full financial. Covers patents and trademarks including a worldwide collection for patent/trademark searches and competitive intelligence. Topical areas include chemistry, environment, science and technology technical literature and reference to support research needs.

Type: Parts and service catalog, text file, vendor listing

Availability: Online or CD-ROM

Cost: $295.00 initial fee plus $144.00 annual fee

DataStar offers information covering European company information, major news carriers, EU legislative developments, trade information, economic and political information.

Type: Parts and service catalog, text file, vendor listing

Availability: Online and CD-ROM

Cost: Call for pricing information

R. R. Bowker Company

245 W. 17th St.
New York, NY 10011
Contact: voice   1-800-323-3288, (212) 337-6989
          fax   (212) 645-0475

Microcomputer Software Guide Online describes 30,000 software programs offered by 4,000 producers and vendors. Provides information on programming language, hardware, price, and publisher's name, address, and telephone number. The data base is indexed and has descriptor codes for each record to provide search capability.

Type: Parts catalog

Availability:	Online through DIALOG. Also available in print as *The Software Encyclopedia*, published annually.
Cost:	Pricing information available from DIALOG

Sterling Commerce

487 Devon Park Dr., Suite 215
Wayne, PA 19087
Contact: voice   (610) 687-7500
              fax   (610) 687-7510

First Place lists hundreds of food service dealers, consultants, and designers. It offers computer system requirements and recommendations.

Type:	Parts and service catalog
Availability:	CD-ROM
Cost:	$249 per year

Thomas Online

One Penn Plaza
New York, NY 10119
Contact: voice   1-800-699-9822
              fax   (212) 290-7362 or 7365
              Internet   http://www.thomasregister.com

Thomas Register Online is the electronic version of the *Thomas Register of American Manufacturers*. It covers about 148,000 companies, public and private, and 110,000 brand names. A cross-reference identifying company name changes is included. The web site covers companies and products, public and private, national and international. This company is used in buying products and services at a rate of more than $400 million a day.

Type:	Parts catalog
Availability:	Online, CD-ROM , or Internet.
Cost:	CD-ROM cost $395.00

GOVERNMENT SYSTEMS

Defense Logistics Services Center (DLSC)

74 North Washington
Battle Creek, MI 49017-3084

FED LOG provides the data used to produce (1) the Master Cross-Reference List, (2) the Management Data List (MLC), (3) Air Force Interchangeability and Substitutability (I&S), (4) the Federal Item Logistics Data Record (FILDR), (5) CAGE codes, (6) the Federal Supply Classification (FSC), and selected portions of the Federal Item Name Directory. The data base also contains data unique to each Service, provided by the Services. The files can be searched on the basis of NSN, NIIN, CAGE codes, or part numbers.

Type:	Parts catalog
Availability:	CD ROM from DLSC. Limited to government subscribers.
Contact:	AV 9324676 or (616) 961-4725

Military Engineering Data Asset Locator System (MEDALS) contains unclassified information for locating technical data including such items as technical manuals and engineering drawings. MEDALS tells the user what information is available, where it can be obtained, and who the point of contact is. Data come from repositories such as the Air Force Logistics Center, Defense Logistics Agency Supply Centers, Navy Ships Parts Control Center and Aviation Supply Office, and the Marine Corps Logistics Base.

Type:	Text file
Availability:	Online through Logistics Remote Users Network (LOGRUN). Through Internet with individual user code.
Contact:	AV 932-4754 or FTS 552-4754

Defense Technical Information Center (DTIC)

8725 John J. Kingman Road, Suite 0944
Ft. Belvoir, VA 22060-6218

The Defense Technical Information Center provides numerous text files including technical reports on defense sponsored R&D, independent R&D efforts initiated by DoD contractors, technical reports by DoD industrial analysis centers, and more. DTIC also offers search services. The DTIC home page provides information on all the products and services available through DTIC.

Type:	Text files
Availability:	On-line, hard copy, and microfilm reports
Cost:	Some free products. See home page at address below (under products and services) for pricing information
Contact: voice	1-800-CAL-DTIC
Internet	http://www.dtic.mil

Government Wide Information Systems Data Center

Federal Procurement Data Center
U.S. General Services Administration (GSA)
7th & D Streets SW, Rm 5652
Washington, D.C. 20407
Contact: voice   202-401-1529
        fax   202-401-1546
       e-mail   john.cochran@gsa.gov
      Internet   http://www.gsa.gov/staff/oppe/fpds

Federal Procurement Data System (FPDS) contains approximately 50 data elements. It identifies procurement category, dollar obligation, principal place of performance, and contractor identification for approximately 200,000 annual transactions exceeding $25,000 and gives summary information for approximately 2,000,000 smaller transactions. (Information as listed on Form SS279 for over

$25,000 and summary information on Form SS281 for contracts under $25,000.) A GSA home page offers current information and messages on procurement activities.

Type: Contract data

Availability: Hard copy

Naval Surface Warfare Center (NSWC)

Commercial Technology Applications Engineering Branch
Code 6022
Crane, IN 47522-5001

Product and Technology Surveillance (PAT) is a knowledge-based Internet site used to share commercial item market survey information and technology surveillance information. PATS is a library structured around commercial electronics-based computing resources used in military systems. It includes information such as product life cycle data, commercial item evaluation data, technology trend analysis, and hot links to relevant technology manufacturers and standards bodies.

Type: Parts catalog

Availability: Online or CD ROM.

Cost: No.

Internet   http://pats.crane.navy.mil

Contacts: Jerry L. Braun E-mail:
                    jerry@homer.crane.navy.mil.

INTERNET SITES

BizWeb

Contact:		Bob Baggerman
	e-mail	bob@bizweb.com
	Internet	http://www.bizweb.com

Company and product information on Internet gathered together by BizNet. 3144 companies are categorized and listed by goods and services they provide.

CommerceNet

Contact		Patrick Corman or Lisa Croel
	voice	415-617-8790
	e-mail	infor@commerce.net
	Internet	http://www.commerce.net

National Automated Clearing House (NACHA); 140 participants. Provides list of member companies, descriptions, street addresses, electronic catalogs. Defense related products.

Productivity Through Software plc

Contact   http://www.pts.com

Productivity Through Software plc (pts) is Europe's leading software tools company with sales of over $ 7 million. Covers all European markets with dedicated operations that focuses on major markets. Opening U.S. headquarters in Mountain View, CA.

TechExpo

Contact: Internet   http://www.techexpo.com

This site gives on-line exposition for high technology companies and products. The home page of TechExpo is a web site geared for hi-tech in the engineering and life sciences. Tech directories include:

Tech Companies lists products and services of over 1,200 companies; indexed alphabetically. Listing provides point of contact, street address, phone and FAX numbers, e-mail and other Internet addresses, and product summary.

TechBuyer's Guide provides selection charts, fully indexed and searchable. It has over 30 main categories, and 400 subcategories.

Government Guide provides link to various government sites, DoD, DoD Information Analysis Centers (IAC) sites.

Newsletters

Calendars - Calandar listing of technical meetings.

Magazines - Listing of technical trade magazines and phone numbers.

Handbooks

Societies - Comprehensive list of technical societies and phone numbers.

Bookfairs

Yellow Pages

Contact: Internet   http://search1. yellow.com

These worldwide yellow pages allow an investigator to browse by heading (businesses providing a service), name (listings sorted by name), and locations (where the business is located, state, country, zip code). Provides examples of search work formats, i.e., business name: 'Apple computer', or '*Apple*', etc. "Pick from a list" function allows a search of headings or locations by alphabetical selections a through z.